



Mother's Own Milk (MOM) Initiative

September 2016 Learning Session:
Breast Pump Access

Partnering to Improve Health Care Quality
for Mothers and Babies



Welcome!

- **Please enter your Audio PIN on your phone or we will be unable to un-mute you for discussion.**
- If you have a question, please enter it in the Question box or Raise your hand to be un-muted.
- This webinar is being recorded.
- Please provide feedback on our post-webinar survey.

Agenda

9/1/2016

- 👤 Project Announcements
- 👤 **Successful Florida Hospital Breast Pump Loaner programs**
 - 👤 Winnie Palmer
 - 👤 UM Jackson
 - 👤 Johns Hopkins All Children's
- 👤 Brief Q&A with Hospitals
- 👤 **Update on Medicaid's Coverage of Hospital Grade Pumps and Local Breastfeeding Resources**
- 👤 Q&A and Discussion

Announcements

- 👶 Please Save the Date!
 - 👶 MOM Initiative webinars will be the first Thursday of the month 1 PM EST (unless otherwise stated)
- 👶 Please submit Infant Data as the infant is discharged. Data submitted by the 1st of the month will be included in the report you will receive by the 15th to track your progress
- 👶 There will be an upcoming webinar on interpretation and use of your QI Data Reports.
 - 👶 If you have questions about your data, please contact us!

Resources!

FPQC.org

[health.usf.edu
/publichealth/
chiles/fpqc/
mom](http://health.usf.edu/publichealth/chiles/fpqc/mom)

Organization

Home

Who We Are

Governance & Structure

Membership

Communications

Testimonials

Projects

Past

Current

Proposed

Provider Education

Events

Resources

Helpful Links

FAQ



~MOM Resources and Tool Box

Breastfeeding Resources for Mothers and Healthcare Providers are available here.

Resources for hospital teams working on the MOM Initiative are in the online Tool Box. Please click here to access the MOM Initiative's online Tool Box.

Recent tool box updates:

- Sample Pumping Logs in Spanish
- Patient education videos
- Challenges and Solutions ideas from the May Kick Off
- 2016 published Resource Article on a QI approach to increasing MOM in a NICU
- Updates to project documents and slide sets

~MOM Archived Webinars

Webinar slide sets and Webinar recordings are archived on Box, due to their larger size.

June 21, 2016 - Data Collection

Tool Box for the Initiative

Organization

- Home
- Who We Are
- Governance & Structure
- Membership
- Communications
- Testimonials
- Projects
 - Past
 - Current
 - Proposed
- Provider Education
 - Events
 - Resources
 - Helpful Links
 - FAQ



MOM Tool Box

This is the tool box of materials for hospital teams working on the Mother's Own Milk Initiative.

- FPQC MOM Project Tool Kit Documents >
- Patient Education Tools >
- FPQC MOM Project Data Collection Documents >
- Example Tools, Guidelines, and Forms >
- Reference Articles >

Looking for the MOM Resources to share with others (Mothers, Physicians, etc)? Visit the MOM Resources page.

Please contact FPQC@health.usf.edu about any issues or questions about materials.

FPQC is 2016
Outstanding
Organization



Upcoming Events

FPQC 2017: April 27-28

39+ Weeks Banner
Program



<http://health.usf.edu/publichealth/chiles/fpqc/momtoolbox>

Resources for the Public

Mother's Own Milk in the NICU Resources

Resources for Mothers

Why Should I Breastfeed

- Breastfeeding Benefits Infographic
- Why Breastfeeding is Important
- Breastfeeding: FAQ
- La Lactancia Materna (womenshealth.gov)

Tips for Breastfeeding

- Una Guía Fácil para la Lactancia
- Your Guide to Breastfeeding:
 - Before you Give Birth and Learning to Breastfeed.pdf
 - Breastfeeding a Baby with Health Problems.pdf
 - Breastfeeding and Special Situations.pdf
 - Common Questions.pdf
 - Finding Support and Information.pdf
 - Breastfeeding in Public.pdf
- Global Health Media Videos on Breastfeeding
- Hand Expression of Breast Milk (VIDEO)
- Hands-On Pumping to Maximize Milk Production (VIDEO)

NICU-Specific Resources

- Breastfeeding a Baby with a Special Health Problem (womenshealth.gov)
- Making Milk for Your Baby / Produccion de leche para su bebe
- Pumping at Home and Milk Storage / La extraccion de leche en casa
- Holding Your Baby Skin-to-Skin / Sostenga a su bebe en brazos en contacto de piel a piel
- Helping Your Baby Learn to Breastfeed / Ayudar a su bebe a aprender a amamantarse
- 7 Steps to Successfully Provide Milk in the NICU
- MOM in the NICU Educational Slides
 - English
 - Espanol

Resources for African American Mothers

- "It's Only Natural" on WomensHealth.gov
- "It's Only Natural" Tips for Success
- "It's Only Natural" Breastfeeding Information



Updated regularly

Resources for Health Care Providers

Models to Support MOM in the NICU

- Spatz's 10 Steps to Promote and Protect Breastfeeding and Human Milk Use for Vulnerable Infants
- NICU-based Peer Counseling (Rush Mother's Milk Club)
- Neo-BFHI model (Neonatal Baby Friendly Hospital Initiative)

Talking to Mothers and Families

- 3 Steps for Meaningful Conversation with Mothers
- Physician Conversation Guide on Support for Breastfeeding
- Breastfeeding Patient Education Flip Chart (Carolina Global Breastfeeding Institute)
- Patient Education Flip Chart MOM in the NICU Slides (FPQC)
 - English
 - Espanol
- Dose Response Benefits of Breastfeeding (AAP Table)

Resources for Nurses

- How Nurses Can Help (Surgeon General)
- Baby Steps to Home for NICU
- The Use of Human Milk and Breastfeeding in the NICU (NANN)
- AWHONN Statement
- Additional Research Articles on Mother's Own Milk in NICU (see MOM Initiative Toolbox)
- Sample Guidelines, Checklists, Pumping Logs, Crib Cards, etc (see MOM Initiative Toolbox)
- FPQC MOM Initiative Tool Kit Recommendations:
 - Prenatal Advocacy/Education
 - Documentation of Informed Consent
 - Lactation Assessments
 - Breastfeeding Education for Staff
 - Breast Pumps and Pumping Assistance
 - Maternal Education on hand expression, etc.
 - Breastfeeding Supplies
 - Monitoring Milk Supply
 - Standardized Breastfeeding Guidelines

Resources for Physicians

- Physician Conversation Guide
- How Doctors Can Help Support Breastfeeding (Surgeon General)
- ACOG Breastfeeding Toolkit
- Optimizing Support for Breastfeeding as Part of Obstetric Practice (ACOG)
- Promoting Breastfeeding in Underserved Women (ACOG)
- ICD-10 Breastfeeding Codes for OBs

Zika Virus and Breastfeeding

👶 WHO recommendations to start breastfeeding within 1 hour of birth and to continue for the first 6 months of life remain valid in the current context of Zika virus transmission.

👶 http://www.who.int/elena/titles/zika_breastfeeding/en/

👶 CDC reports to date there are no reports of infants getting Zika virus through breastfeeding. Because of the benefits of breastfeeding, mothers are encouraged to breastfeed even in areas where Zika virus is found.

👶 <http://www.cdc.gov/zika/transmission/>

Availability of Hospital Grade Pump at Maternal Discharge

- 👤 Plan for a hospital grade electric pump at maternal discharge (i.e., WIC referral, loaner pump, rental information). Maternal discharge refers to initial hospital discharge after the infant's birth.
- 👤 Documented in the medical record or reported by mother.
- 👤 “Plan” vs actually in-hand
 - 👤 Do your mothers have any barriers?
- 👤 Hospital-grade not personal use pump
 - 👤 Hospital-grade supports establishing milk supply in high risk situations when infant is not able to effectively feed at breast (***Premature Birth & Maternal Health Risks***)

Susan J. Watson
BSN, RN, IBCLC-RLC
Lactation Consultant
Neonatal Intensive Care Unit
Winnie Palmer Hospital for
Women & Babies



Alexander Center for Neonatology

Winnie Palmer Hospital for Women & Babies

NICU Grant Pump Program

Susan J. Watson BSN RN IBCLC-RLC
susan.watson@orlandohealth.com



WPH NICU GRANT PUMP PROGRAM

- 2008 Donor Human Milk & Prolacta sporadically available
- Late 2009 Breast Is Best (BIB) Committee formed
- Idea for a loaner pump program
- In Cooperation with BEC Outpatient Pump Rental
- June 2014 transitioned to NICU Control
- Prioritized Infants < 28 weeks
- NICU Foundation approached for Funds to support
- 1st pump distributed March 2010, Official Foundation Funding started May 2010
- Lactation Consultants staff the program
- Over 1800 pumps distributed!



WPH NICU Grant Pump Program

- Initially 28 weeks and less
- 2011 increased to 30 weeks and less
- 2012 increased to 32 weeks and less, gastroschisis, complex cardiac anomalies
- Pump due 34 weeks corrected GA or before discharge
- Refer to WIC/Rental/Insurance for Replacement pump
Orange Co. WIC Voucher Program
- We have increased #pumps to 56
- 142 Bed NICU



Challenges

- Time of administering program is significant: billing, paperwork, distributing and returning pumps
- Sometimes Getting Pump Returned at all is a challenge!
 - Phone calls, notes at bedside, certified letters, collections. Just want pump back, no collection of money
- Infested breastpumps - double bag & return pump company

Breast pump loaner program at Holtz Children's Hospital at UM/Jackson

Kylie Rowlands RN CNM MSN SANE-A

NICU Director

Holtz Children's Hospital @ UM/Jackson

kylie.rowlands@jhsmiami.org

5618012266

History

- The pumps were purchased some years ago from a grant.
- The grant was a part of a collaborative with Healthy Start .
- Initially the grant included a part time Lactation consultant who was able to grow the program over many years.
- Due to recent reductions to state funding the grant was cut and program was abolished over a year ago.

Process

- Every mother who elects to breastfeed and whose baby is 1500g or less is provided with a pump during the babies hospital stay.
- The mothers are also provide them with containers to store their milk. (We were using storage bags until some recent articles came out that suggested we move to containers.)
- During the babies stay we work with WIC to qualify them with a pump. We then exchange our pump with the WIC pump.
- We collect the pumps back at discharge or if mom stops breastfeeding.
- We have 126 bed unit and 30 pumps. We average about 15 pumps out in circulation at any given time.

Challenges/Success

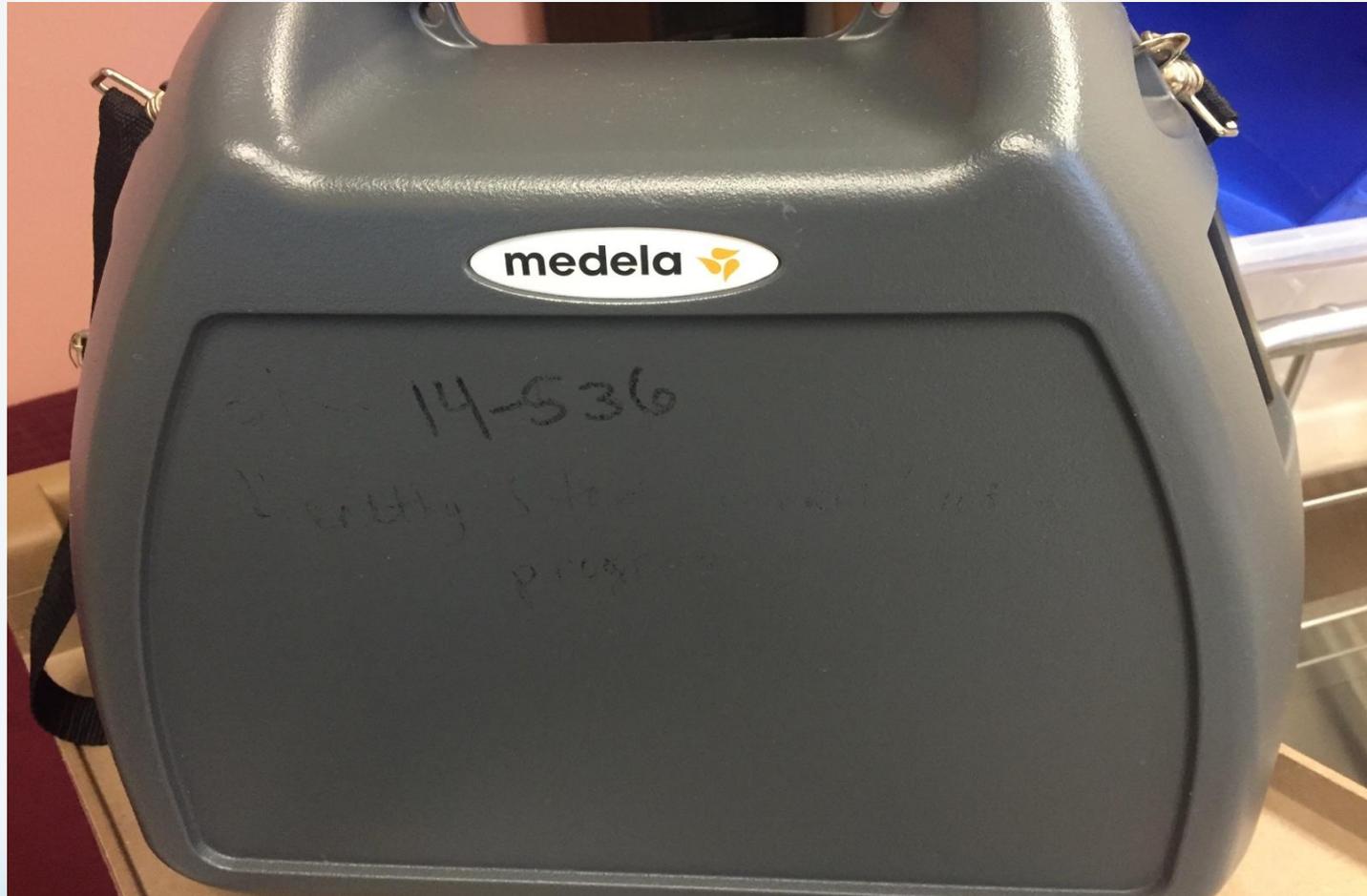
- Our lactation consultant is the one who distributes, maintains and collects the pumps.
- She finds it doesn't take too much time away from patient care.
- We do have occasional barrier when it comes to collecting the pumps back.
- When the program first started we had great success in seeing moms initiation rates increase
- We had an increase in breastfeeding at discharge which inclined over the years
- When funding was cut there was a dramatic decline in both initiation rates and breastfeeding at discharge.
- We still provided the pumps but the follow up was missing which seemed to be key to the success of the program.
- Hoping to see an incline with onboarding of L C consultant.

symphony



medela 

Hospital Grade Pumps





**Patricia Mullen, ARNP,
NNP-BC, IBCLC, RLC**

Neonatal Nurse
Practitioner – Board
Certified

Neonatal Intensive Care
Nurse Certified

International Board
Certified Lactation
Consultant

Johns Hopkins All Children's Hospital Pump Loaner Program

FPQC MOM Project Webinar

BEST Program

Deborah Locicero, Kris Guthrie, Patricia Mullen, Colleen Maloney

Contact: (727) 767-8686

September 1, 2016



JOHNS HOPKINS
M E D I C I N E

JOHNS HOPKINS
ALL CHILDREN'S HOSPITAL



History of the Pump Loaner Program

- BEST Program started in 1987
- Loaner pump started in 1989
 - Medela Classic pumps
- Mothers could continue to “rent” the pump after discharge
- Now, rentals are for mothers during the baby’s neonatal stay (NICU & CVICU) ONLY

Number of Pumps Available & NICU census

Number of Pumps Available

- 50
- Number may vary
- Pumps are rented with damage waiver (not purchased)
 - Some protection from loss of pumps
 - Rentals can be returned
 - Updates to software included in the rental contract

Census

- NICU = 97 beds
- CVICU = 22 beds
(not all neonates)



Criteria for Obtaining a Loaner Pump

- The medical team will prescribe the use of breastmilk
- Newborn admission only (NICU & CVICU)
- Maternal Screening:
 - Is there a need to use a hospital grade pump?
 - Is mother 18 years of age or older?
 - Does mother have two identifiers (DOB & SSN or DL#)?
 - Does mother have a home address?
- Prioritization when low inventory
 - Gestational age - VLBW
 - Multiples

Providing Hospital Grade Pump During NICU Stay

- Mother is given an approved pump contract from the Lactation consultant
 - She is told that the pump must be returned at the time of baby's discharge
- Family obtains the pump from the Mothers' Milk Depot
 - Family is again told that the pump must be returned at the time of baby's discharge

Tips for Other Hospitals

- Rent don't buy
- Management of loaner pumps is a complex process
- Educate staff on the criteria for breast pump rental
 - Have them restrain from telling the family that they will be “given’ a pump
- Hospital staff do not always return their pumps
- Have returned pumps placed in a large plastic bag if collected on the unit
- Meticulous training on proper cleaning of the returned pumps



Partnering to Improve Health Care Quality
for Mothers and Babies

BRIEF Q&A

If you have a question, please enter it in the Question box or Raise your hand to be un-muted.

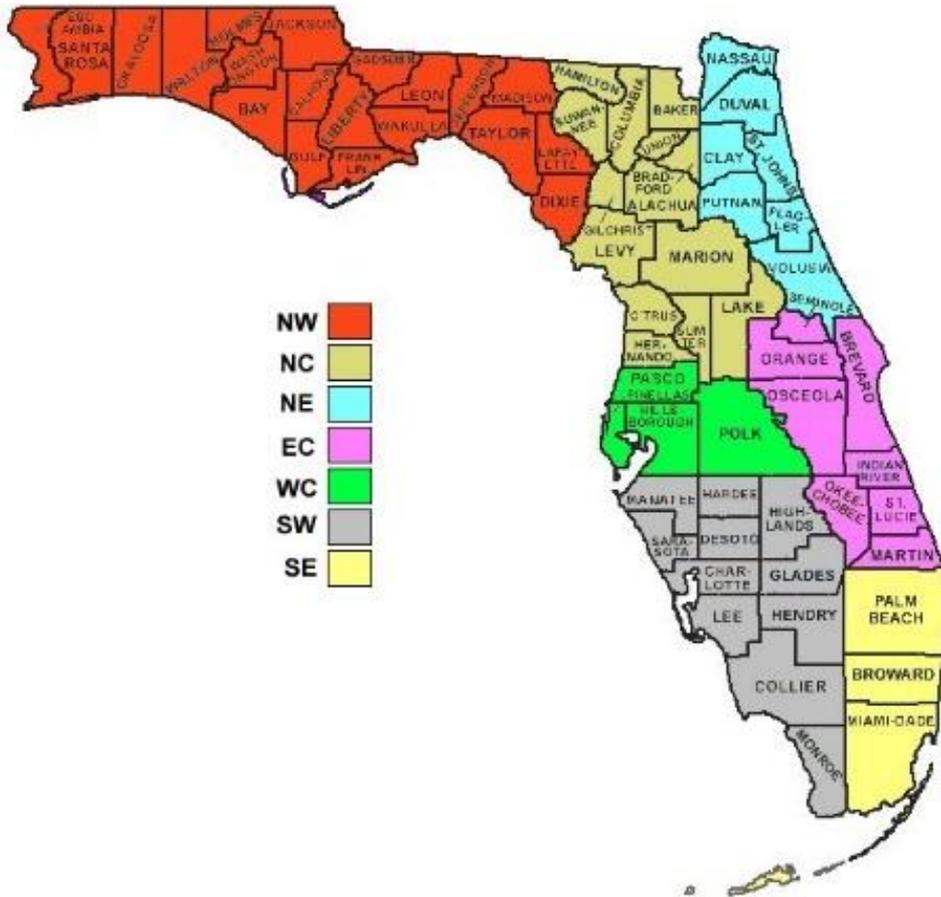
We can only unmute you if you have dialed your Audio PIN (shown on the GoToWebinar side bar).

Medicaid Coverage of Breast Pumps

Jessica M Gordon

PhD, ARNP, CPNP, CLC

President, Florida Breastfeeding
Coalition



FBC New Website
Launched in honor of
WBW & National
Breastfeeding Month on
August 1st

-  Fbreastfeeding.org
-  [Directory](#)
-  [Florida Coalition](#)

Medicaid Breast Pump Consortium



MEMBERS OF THE CONSORTIUM



Florida Breastfeeding Coalition, Inc.

 BayCare Health System

 medela

 PEDIATRIX MEDICAL GROUP

 Tampa General Hospital
Trusted for our expertise. Chosen for our care.™

 Amēda

- Sent a letter to Secretary Dudek signed by over 100 clinicians Feb 2015
- Presented need for pumps April 2016

As of June 20th Medicaid's Durable Medical Equipment Fee schedule covers breast pumps

Pump codes:

- E0604 - breast pump, hospital grade, electric (AC and/or DC), and type –rental only
- E0603 - Breast pump electric (AC and/or DC) any type

Reimbursement:

- E0604 - \$58.07 with 3 month maximum
- E0603 - \$124.00 per 5 years

[ACHA Fee Schedule link](#)

1. Request a pump

- Provide mom a prescription
- Direct moms to their insurance provider for DME information
- Preauthorization required

2. File a complaint

If access to a pump is denied

- [click here](#) to let ACHA know—this is the only link they track claims! You may also
- Call toll free 1-877-254-1055 to file via phone or
- Go to: https://apps.ahca.myflorida.com/smmc_cirts/

3. Help with the policy

- ACHA will be hosting a full day workshop this fall and needs our help with development
- Add your suggestions on the FBC blog

<https://flmedicaidbreastpump.blogspot.com/>

TAKE ACTION...

Sample prescription

Plans accepted

Please fax:
 • Face Sheet
 • Office Notes
 Info: JC@jchomemedical.com



Phone: 904.448.9827
 Fax: 904.425.4948
 Toll Free Ph: 800.460.2616
 Toll Free Fax: 855.425.4948

Rx: BREAST PUMP PRESCRIPTION
 (Infant must be born for insurance authorization)

Mother's Name:	DOB(mom):
Infant's Name:	DOB(Infant):
Address:	Phone:
	Cell:
Primary Insurer:	Insurance #:
Secondary Insurer:	Insurance #:

Infant's expected due date: _____ or Infant's DOB: _____
 Length of Need: 99 months

DOUBLE ELECTRIC BREAST PUMP(E0603) - Qty #1 and
 Replacement Accessories(A4282) - Qty #1(may not be an insurance covered item)

DIAGNOSIS: (check all that apply)
Breastfeeding Problems - INFANT

P92.5 Neonatal difficulty in feeding at breast
 R63.3 Feeding difficulties/Feeding problems infant NOS
 Other: _____

Breastfeeding Problems - MOTHER

O92.23 Suppressed lactation
 O92.5 Nonpurulent mastitis associated with lactation
 Other: _____

*Can email RX to JC@jchomemedical.com (type BABY on the subject line)

Physician Signature: _____ NPI: _____ Date: _____
 Physician Name (Print): _____ Phone: _____ Fax: _____
 Physician Address: _____

JC Home Medical P: 904.448.9827 Toll-free: 800.480.2618 F: 904.425.4948 www.JCHomeMedical.com

- JC Home Medical accepts following plans:**
- ✓ AETNA
 - ✓ CARECENTRIX
 - ✓ BLUE CROSS BLUE SHIELD OF FLORIDA
 - ✓ BLUE CROSS BLUE SHIELD FEDERAL
 - ✓ BLUE CROSS BLUE SHIELD OUT OF STATE
 - ✓ CIGNA OPEN ACCESS
 - ✓ GREAT WEST
 - ✓ COVENTRY
 - ✓ MEDICARE
 - ✓ TRICARE
 - ✓ MEDICAID HMO
 - ✓ SUNSHINE STATE HEALTH PLAN
 - ✓ AMBETTER
 - ✓ FLORIDA HEALTHY KIDS
 - ✓ STAYWELL
 - ✓ MOLINA HEALTHCARE
 - ✓ MAGELLAN COMPLETE
 - ✓ WELLCARE HEALTH PLANS
 - ✓ HUMANA PPO
 - ✓ HUMANA GOLD
 - ✓ HOMELINK
 - ✓ GEHA
 - ✓ WORKMAN'S COMP
 - ✓ ONECALL CARE

2. File a complaint

- 👤 **EVERYONE –**
- 👤 **Doctors,**
- 👤 **nurse practitioners,**
- 👤 **lactation consultants,**
- 👤 **WIC employees and**
- 👤 **patients or family should file a complaint!**

Florida Statewide Medicaid Managed Care Program Complaint Form

If you have a complaint about Medicaid Managed Care services, please complete the information below.

If you need assistance completing this form or wish to verbally report your issue, please call toll free [1-877-254-1055](tel:1-877-254-1055); Telecommunications device for the deaf (TDD) [1-866-467-4970](tel:1-866-467-4970) to speak to a Medicaid representative.

* Required fields

For each complaint/issue, please provide:

Complainant Information

Your name

Your email

Your phone number

I am a I am a healthcare provider, or I am reporting an issue on behalf of healthcare provider
 I am a Medicaid recipient, or I am reporting an issue on behalf of a Medicaid recipient.

Who is the complaint/issue about?

Recipient Name (If different from above)

Recipient Gold Card, SSN, or Medicaid number

https://apps.ahca.myflorida.com/smmc_cirts/

3. Help with the policy



Pat Lindsey August 31, 2016 at 7:29 AM

Testing comments to post to the blog

Reply



Jessie Gordon August 31, 2016 at 3:39 PM

At Pediatrics of Tampa Bay we have had success with reimbursement for a breast pump with Staywell Medicaid plans through JC medical equipment provider. Call 904-448-9727 for them to send you their breast pump prescription forms to your office. They will handle Preauthorization and Mail the pump to the mother. Process did take 5-7 days.

Reply Delete

Add comment

Your comment was published.

Enter your comment...

Comment as:

- Select profile...
- Jessie Gordon (Google)
- LiveJournal
- WordPress
- TypePad
- AIM
- OpenID

Sign out

Publish

Notify me

MEDICAID BREAST PUMP ALERT

August 2016 Florida Breastfeeding Coalition, Inc.

MEDICAID BREAST PUMP ALERT

Did you know that as of June 20th Medicaid's DME Fee schedule covers breast pumps?

TAKE ACTION...

Pump codes:

- E0604 - Breast pump, hospital grade, electric (AC and/or DC), any type
- E0603 - Breast pump electric (AC and/or DC) any type

Reimbursement:

- E0604 - \$58.07 with 3 month maximum
- E0603 - \$124.00 per 5 years

[Click here to view the fee schedule](#)

Questions & Answers:

Q: What Medicaid plan cover pumps?
A: Currently it is dependent on each plan's own criteria.

Q: How long does it take to receive a pump?
A: Varies per policy.

Q: How can moms leave the hospital with a pump?
A: After preauthorization most E0603 pumps are mailed home.

1. Request a pump

- Provide mom a prescription
- Direct moms to their insurance provider for DME information
- Preauthorization required

2. File a complaint

- If access to a pump is denied
- [click here](#) to inform ACHA- they only track via this link

EVERYONE - providers, consultant, WIC employees and patients should complete the form!

3. Help with the policy

- ACHA will be hosting a full day workshop this fall and needs our help with development
- Add your ideas & comment on the FBC blog

<http://www.floridabreastfeedingcoalition.com/>



Photo provided by the United States Breastfeeding Committee

🌀 Flyer coming soon!

Please be patient until the policy is finalized. Until then:

TAKE ACTION...

1. Request a pump
2. File a complaint
3. Help with the policy



Partnering to Improve Health Care Quality
for Mothers and Babies

DISCUSSION AND Q&A

If you have a question, please enter it in the Question box or Raise your hand to be un-muted.

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THANK YOU!

fpqc@health.usf.edu

www.fpqc.org

